

# **RESUME**

**ANUPAM DWIVEDI**

**Regional Marketing Associate/Profitability Champion**

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## **WORK EXPERIENCE (4year, 8month):**

1. Organization - Volvo Eicher Commercial vehicle limited, Bhubaneswar (Odisha)
  - Designation - Field Service Engineer, Regional Marketing Associate/Profitability Champion
  - Tools - Auto CAD
  - Role -
    - Service and Development of Brake system for Light medium duty (LMD) trucks
    - Pre delivery inspection of heavy duty (HD) trucks
    - Resolve field issue of heavy duty (HD) trucks
    - Develop & Resolve all issue of brake in light medium duty (LMD) trucks
    - Resolve field issue of busses and Knowledge of electrical system of buses
    - Organizing Sales promotional activities through dealership
    - Knowledge of front axle and steering system of buses
    - Good knowledge of tyre wear issue and its causes
    - Tipper Sales analysis and performance tracking
    - Supporting sales teams in increasing business in the region through marketing activities
    - Dealership development for Odisha state.
    - Dealer Management and dealer Profitability.
    - Go to Market – Introduction and launch of BSVI heavy duty (HD) trucks
    - Knowledge of Eicher live
    - Market mapping of Tipper heavy duty (HD) trucks of Odisha State
    - Marketing and advertising of heavy duty (HD) Trucks
    - Business Development and sales Promotion
    - Brand Management – Trucks, Corporate, Agency management
    - Strategic Initiatives – Go to Market Strategy and Market research (i.e.- Concept testing and brand positioning)
    - Event and Promotion of heavy duty (HD) trucks
    - Product seeding of heavy duty (HD) trucks

## **PROJECTS-**

Service & Development of Brake system for Pro 1049 series of Truck for Volvo Eicher commercial vehicles Pro 1049 series involve trucks ranging from 4.9 ton (GVW).

- Development of pulling issue and Hydraulic brakes in Pro 1049 Vehicle
- Development of axle crack issue in Pro 3008 buses
- Development of Electrical safety in 20.15 model of buses
- Development of mining tippers in coal and iron application
- Live trial of 19, 28 & 35 Ton class mining tippers
- Go to Market Strategy of BSVI heavy duty (HD) Truck
- Business development of Odisha state's dealerships through Branding and advertising

## SOFTWARE SKILLS-

- MICROSOFT EXCEL
- AUTOCAD
- MS OFFICE
- PLM

## TECHNICAL SKILLS-

- Knowledge of hydraulic brake for light medium duty trucks
- Knowledge of tyre and tyre life enhancement
- Good knowledge of tyre wear
- Creative attitude towards business development and marketing
- Good communication skills
- Good teamwork spirit
- Good knowledge of front axle and steering system for HD truck's
- Good Knowledge of Conducting Live trial In Mines

## ACADEMIC CREDENTIALS

Qualification	Board/University	Year	Percentage
B.E. (Mechanical)	Rajiv Gandhi Technical University RKDF Institute of Science & Technology	2016	7.92/10
Intermediate	UP board RRDSVN inter college	2012	66
High School	UP board Gopal Vidyalaya inter college	2010	73

## PERSONAL PROFILE-

- Name : Anupam Dwivedi
- Address : High tech, plaza,B4,block,Bhubaneswar
- Date of Birth : 10<sup>th</sup> may 1995
- Father's Name : Mr. C. P. Dwivedi
- Gender : Male
- Language known : Hindi and English

## DECLARATION-

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place- BHUBANESWAR  
Date:

Ad\ -  
(Signature)